

Rep Order# 7880876 Ver# 7 Mod# 2 Status Confirmed
EC'd Yes

Traffic Order#23692

Printed: 08/30/2012 11:36 AM
Last Received: 08/30/2012 8:32 AM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser ()NRCC-NATL REPUB CONG
Product NRCCIE 2012
Estimate# 2597
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency ()NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1P2/E 155426/2597
Flight Dates 09/07/2012 - 09/13/2012
Hiatus Weeks
Salesperson Phone# 202-872-1155
Salesperson FAX#

*** CONTRACT COMMENT ***

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATE COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATE) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	---	---	---	---	---	---
2	M,W-TH	RSL 5 NW TDY 2	6A-7A	:30	09/10-09/13	4	\$200.00	4
Rating: 2.8								
6	F	TODAY SHW	7A-8A	:30	09/07-09/07	1	\$450.00	1
Rating: 2.8								
7	M,W-TH	TODAY SHW	7A-8A	:30	09/10-09/13	4	\$450.00	4
Rating: 2.8								
11	SU	MEET PRESS-SUN	8A-9A	:30	09/09-09/09	1	\$150.00	1
Rating: 1.2								
12	F	KSL 5 NWS AT 5	5P-530P	:30	09/07-09/07	1	\$400.00	1
Rating: 2.8								
13	M,W-TH	KSL 5 NWS AT 5	5P-530P	:30	09/10-09/13	3	\$400.00	3
Rating: 2.8								
17	F	KSL 5 NWS AT 6	6P-630P	:30	09/07-09/07	1	\$500.00	1
Rating: 3.8								

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Line	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
18	M,W-FRI	KSL 5 NWS AT 6	6P-630P	:30	09/10-09/13	3	\$500.00	3
Rating:	3.8	Buyline Comment: 1/DAY						
22	SA	KSL 5 NWS AT 6	6P-630P	:30	09/08-09/08	1	\$225.00	1
Rating:	2.4							
23	F	GAME NIGHT LIVE	630P-7P	:30	09/07-09/07	1	\$400.00	1
Rating:	3.0							
24	M,W-SAT	KSL 5 NWS-6:30	630P-7P	:30	09/10-09/13	3	\$400.00	3
Rating:	3.0	Buyline Comment: 1/DAY						
28	SA	GAME NIGHT LIVE	630P-7P	:30	09/08-09/08	1	\$125.00	1
Rating:	0.8							
29	F	GRIMM-NBC	8P-9P	:30	09/07-09/07	1	\$1,400.00	1
Rating:	4.9							
30	F	DATELINE FR-NBC	9P-10P	:30	09/07-09/07	1	\$1,100.00	1
Rating:	3.4							
31	SU	NBC SUN-FITBUL	615P-930P	:30	09/09-09/09	1	\$3,500.00	1
Rating:	8.5							
32	SU	KSL NFL EDITION	930P-10P	:30	09/09-09/09	1	\$800.00	1
Rating:	6.7							
33	F	KSL 5 NWS-10	10P-1035P	:30	09/07-09/07	1	\$1,800.00	1
Rating:	7.3							

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Station	KSL-TV SALT LAKE CITY	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm
Advertiser	() NRCC-NATL REPUB CONG	815 SLATERS LANE) WASHINGTON	Sales Office (
Product	NRC-CIE 2012	ALEXANDRIA, VA 22314) JAMIE ANDRUS	Salesperson (
Estimates#	2597	Agency C/P1/P2/E 155/426/2597		Salesperson Phone#
Buyer	TRACEY ROBINSON	Flight Dates 09/07/2012 - 09/13/2012		202-872-1155
Phone#		Holds Weeks		Salesperson FAX#
Fax#				
In	Day	Program	Time	Spots/Week
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34	M, W-TU	KSL 5 NWS-10	10P-1035P :30	09/10-09/13 3
Rating:	7.3	Buyline Comment: 1/DAY		\$1,800.00
39	M,W	TONITE SHW-NBC	1035P-1137P :30	09/10-09/12 2
Rating:	3.4			\$550.00
41	SU	SPORTS BEAT SU	1035P-1105P :30	09/09-09/09 1
Rating:	4.4			\$475.00
42	E	TONITE SHW-NBC	1035P-1137P :30	09/07-09/07 1
Rating:	3.4			\$550.00
43	E	NEWS	9A-10A :30	09/07-09/07 2
Rating:	4.4			\$225.00
44	SU	NEWS	10P-11P :30	09/09-09/09 1
Rating:	4.4			\$1,800.00
45	SU	NEWS/NFL EDITION	430P-5P :30	09/09-09/09 1
Rating:	4.4			\$150.00
46	SA	GRIMM	7P-8P :30	09/09-09/08 1
Rating:	4.4			\$350.00
47	SA	10 SVU	9P-10P :30	09/08-09/08 1
Rating:	4.4			\$350.00

—REPORT TOTALS—

Report Totals: 43 / \$28,175.00

—SALES MONTHLY TOTALS—

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Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2597
Buyer TRACEY ROBINSON
Phone#
Fax#
Sep 12: 43 / \$28,175.00
Sales Totals: 43 / \$28,175.00
Station Totals: 43 / \$28,175.00
Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE— Market Totals

\$93,917

CABL

0%

KJZ2

0%

KTMV

0%

UNKN

30%

KSTU

0%

KTVK

0%

Books null
Demos RA35+